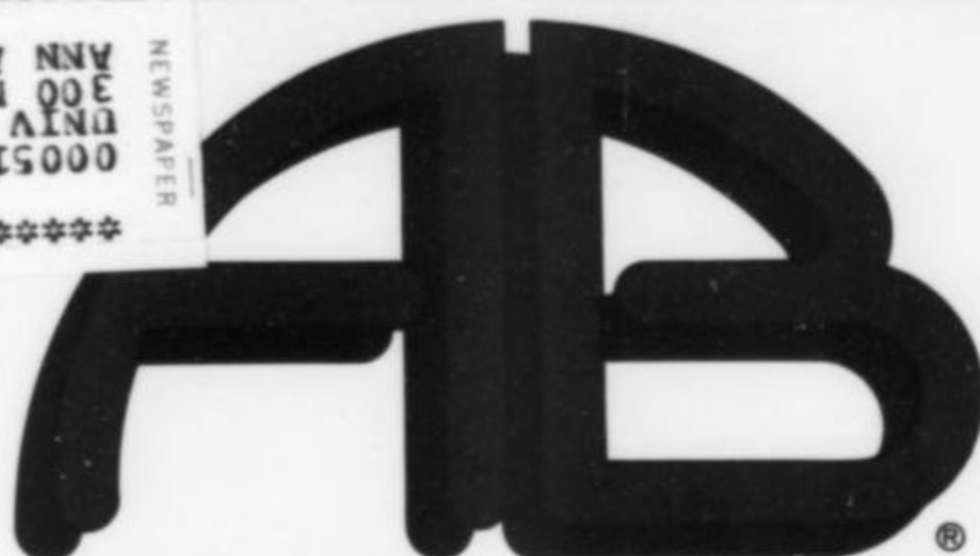
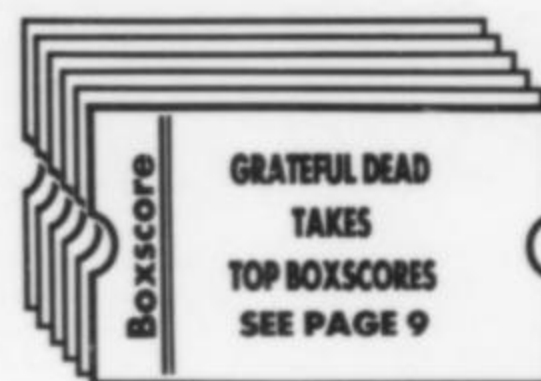


NEWSPAPER
300 N ZEEB RD
ANN ARBOR MI 48106
UNIV MICROFILMS
000514430 4403 9113 CMP
*****MIXED CTRY 48103
U1Z



AMUSEMENT BUSINESS®



\$3.00

April 1-7, 1991

INSIDE...

LET THE GAMES BEGIN

Baseball season will open with a decidedly patriotic ring this spring. The Commissioner's office has asked each team to show its support for U.S. troops in opening day ceremonies, and the teams have been more than happy to oblige. Military personnel will be honored in special ceremonies; some military heroes will be asked to sing the national anthem or throw out the first pitch. See story on Page 6.

CROWES ARE OUT; HANK'S IN

In touring news, the Black Crowes have been bumped from their prestigious opening slot on the ZZ Top tour, reportedly because of repeated cracks made about the tour's sponsorship. In other news, Hank Williams Jr. is about to launch another big tour, with 50 dates scheduled to start in mid-April. See stories on Page 7.

LEGOLAND USA?

Denmark's Lego Systems has announced plans for a \$200 million U.S. theme park. The company, which already operates Legoland in Denmark, hopes to have the U.S. park built by 1994. Officials are looking for a partner in the project; an exact location has not been set, although already-competitive theme park markets Orlando and Los Angeles are reportedly "out." See story on Page 20.

SMG'S IN FOR THE LONG HAUL

Spectacor Management Group has signed a 25-year management contract for the Long Beach (Calif.) Entertainment & Convention Center, a move which will extend the facility management firm's tenure at the venue to 31 years. The deal is part of a reorganization which allows for an \$80 million expansion of the convention center. See story on Page 11.

BIG FAIR NEWS

The IAFE's Lewis Miller announced the organization has experienced a growth spurt: 527 new memberships were added in 1990, more than the total membership in 1979. Greatest growth areas: the East and West Coasts. Sarasota, Fla.'s county fair ended its run with attendance of close to 156,000. See stories on Page 23.

ON AB'S BACK COVER

Quality Amusements, a 27-ride carnival, is gearing for the '91 season, which begins with firemen's dates in the Northeast. The disputed carnival bid at California's Santa Barbara County Fair has entered round three, with B&B Amusements now protesting the awarding of the contract to Davis Enterprises. Marc's Amusements had to plow through nearly a foot of snow at its New Hampshire winter quarters to ready for its April 2 opening. The industry is mourning the passing of Maurice Skinner, retired operator of Skinner's Amusements. Blue's Amusements gears for an earlier opening this season to play an Arbor Day celebration. See story on Page 36.

Do Away With 'Pay To Play' Say SXSW Attendees

By LISA ZHITO

AUSTIN, Texas — "Pay to play," which one club owner called a "nasty rumor," appears to be more than that in some markets of the country, and it has artists, promoters and agents fuming.

The issue of an up-and-coming artist paying to play a premiere showcase venue was hotly debated in several sessions at the fifth annual South By Southwest (SXSW) Music & Media Conference here. The conference saw

Continued on Page 8



IT'S ALMOST OVER! — These directors of South By Southwest Music & Media Conference in Austin, Texas, were wiping their brows mid-way through the event's run. From left: Nick Barboro, Louis Jay Meyers and Louis Black, co-directors; and Roland Swenson, director. (AB Photo)

Construction On Schedule For \$4.4 Bil Euro Disneyland

By TIM O'BRIEN

One year from now, about 20 miles outside of Paris, Euro Disneyland officially will join the Louvre and the Leaning Tower of Pisa as a major tourist destination.

With construction right on schedule, the \$4.4 billion Euro Disneyland (EDL) is set to open April 1992. Covering an area about one-fifth the size of Paris itself, the park is being constructed on a former 5,000-acre sugar beet farm.

INTERNATIONAL NEWS



The Magic Kingdom is starting to be recognizable. On Main Street U.S.A., one already can see traces of the expansive walkway that will connect the Magic

Kingdom Hotel with Sleeping Beauty's Castle.

In Frontierland, the first tracks for the Big Thunder Mountain railway roller coaster have been installed, and grading has begun for Phantom Manor.

In Adventureland, the metal structure for Pirates of the Caribbean is being completed; in Fantasyland, the foundations for Sleeping Beauty's Castle are being

Continued on Page 22



SUPER STARS & STRIPES — Wrestlemania VII brought out an enthusiastic crowd at the Los Angeles Sports Arena on March 24. Enjoying the energy are Ed Cohen, left, director of booking for the World Wrestling Federation, and George Gonzalez, arena manager. (AB Photo)

Wrestlemania VII Grosses \$720,235

By LINDA DECKARD

LOS ANGELES — The Wrestlemania VII ticket gross of \$720,235 March 24 set a record for a one-time event at the Los Angeles Sports Arena. The previous record of \$456,720 was set at Madonna's May 16, 1990, concert.

Attendance for Wrestlemania VII was 16,579, an automatic sellout when the event was moved indoors from the original site, the 100,000-capacity Los Angeles Memorial Coliseum. Tickets were priced \$150, \$50, \$25 and \$10. Per

Continued on Page 19

DALE MORRIS & ASSOCIATES, Inc.

Exclusively Representing
Artist Of The Decade



(615) 327-3400

818 19th Avenue South, Nashville, Tennessee 37203



CHINESE
MAGIC REVIEW



Chicago (708) - 840-0030
Ohio (261) - 549-2155



Michael Greenwald, center, Adohr Farms marketing director, presents World Wrestling Federation reps with plaques commemorating Wrestlemania VII and the dairy company's sponsorship. Accepting are Basil DeVito, left; Mean Gene Okerlund, second from left; The Bossman, second from right; and Bob Collins, right.

Wrestlemania VII Los Angeles Sports Arena March 24

(AB Photos)



Handling food, drink and novelties for Volume Services at the Sports Arena are, from left, Gregg Johnson, regional vice president; Peter Boutin, assistant general manager; and Bob Underwood, general manager.



Dave and Laura Hauser, left, Metromedia Technologies, talk wrestling with Regis Philbin, right, television talk show host and guest celebrity for the event. Metromedia did 14 billboards for Wrestlemania VII.



John Mills, left, and Don Mills, right, of the Mills Bros., discuss bookings with Peter Luukko, Spectacor Management Group, Los Angeles. Actually, the Millses (son and father) were at the SMG-managed arena to enjoy Wrestlemania.



Behind the scenes, making it all happen, are, from left, J.D. Fields, assistant box office manager at the arena and Los Angeles Memorial Coliseum; Sherry Caldwell, box office manager; Alisa Spilman, public relations director; Connie Schwartz, who works with the Harlem Globetrotters; Bob Schwartz, arena marketing; Steve Planamenta, World Wrestling Federation public relations; and Zane Bresloff, WWF promoter.

Bayfront Ctr. Trying Creative Packaging, In-House Promotions To Boost Business

By LINDA DECKARD

ST. PETERSBURG, Fla. — With a new hockey arena being built in Tampa in addition to all of the other new facilities in the Tampa/St. Pete corridor, the oldest among them, Bayfront Center here, has had to find its niche.

"We're a family show facility," said Bart Whitaker, interviewed prior to accepting his new post as assistant general manager of the Georgia Dome, Atlanta. While manager of the Bayfront Center for Russ Cline & Associates, Whitaker found that the arena was attracting the 8,000-seat shows after Suncoast Dome came along. The arena played host to no less than four or five ice shows and 12-15 family shows last year.

"We're holding our own as far as concerts, but we intend to be more aggressive with creative packaging," said Whitaker. If a promoter came in three times with shows, he might expect a discount or a flat rent for the fourth show. Two and a half years of dealing has encouraged business. The facility will

host about 15 concerts this year, he predicted.

Last fiscal year the complex, which includes the 9,000-seat arena and the 2,000-seat Mahaffey Theater, hosted 330 events with 490 performances in 510 user days, with an attendance of 750,000. Gross ticket sales, including the Florida Orchestra, were \$5 million.

"That was a record for the management company here," Whitaker said. Bayfront has been under private management for three years.

Bottom line, "revenues are increasing and expenses are decreasing," he said, hedging a little. The operating deficit was \$900,000 for fiscal 1990 and will be about \$800,000 for fiscal '91. But it was \$1 million in 1989 and "has been as high as \$1.8 million in the late '80s."

To increase business, Bayfront has not only offered deals but has done a little in-house promoting. The Temps and the Tops concert celebrating the building's 25th anniversary last year added \$20,000

to the bottom line, Whitaker said. "As sole or co-promoter, we can break even."

Bayfront also presents a soap opera festival, this year from television's "Guiding Light." Last year the festival netted \$5,000 for the building. This year the event, held Feb. 27, lost about that amount. It was held in the theater, not the arena, and didn't have as many name stars, Whitaker said.

The parking lot also is coming in handy. Last year Bayfront and Jon Stoll's Fantasma Productions co-promoted a Seafood Festival in the parking lot. Jim Murphy's Mighty Blue Grass Shows provided the midway. They're considering combining the Seafood Festival and the boat show next year.

Frank Julio, Ritz Productions, has done several Latin dance promotions at Bayfront, three or four a year. Bill Graham Presents brought in Brian Boitano & Katerina Witt Skating II, which drew 5,600 per night on Feb. 26 and 27.

Created events include a home and garden show, the second annual one; it will be held in July. The show replaced a rental that had been in the building from 1965-75 but got out of the business.

The newest idea off the ground is the Happy Hour Extravaganza. Bayfront is inviting businesses moving into all the new offices in the Tampa Bay Area to a happy hour at the Mahaffey Theater backstage club.

It will offer a complimentary buffet and door prizes. It will be a paid bar, which may recoup some of the cost, but the main aim is to get decision makers to the property. It might mean some new business. The first one was to be March 7.

Ticketmaster-Ticketron Deal May Open Up...

Continued from Page 5

said more and more are starting to realize that ticketing is one of those areas that can easily be brought under the venues's umbrella.

Campbell agrees. "More and more venue managers are wanting control over their own data base," he said. "With Ticketron and Ticketmaster, you have no control or flexibility."

According to Campbell, BOCS can be designed to be strictly an in-house ticketing system or have outlets hooked up to it. "The system has flexibility and the venue has the control," he said. There are now seven BOCS in the U.S. and 170 worldwide. "In London, our BOCS are networked together using the system we call Inter-BOCS."

Terry Wojtulewicz, marketing director for Dillard's Ticketing Systems, Phoenix, said his company has been in an expansion mode since last November. "Since the news about Ticketmaster came out, we've had a great deal of inquiries about our system," he said. "It has been real interesting and we've been tremendously busy."

The system is currently a regional one, but he said the "desire is definitely to be national." With 290 Dillard Stores in operation, Wojtulewicz said his company would have a good base if and when it went national.

He said the growth pattern now is mostly regional. "I really don't know if there is that big of demand for a national ticket system. I can see a regional demand for a system, but I can't see too much demand in New York City for a ticket to a concert in Los Angeles."

With that in mind, most of Dillard's immediate growth will be in regional clusters. "Then if we see national potential, we'll be able to connect the regional systems."

David Cooper, a founding partner in Fox Systems, said there is definitely a need for alternative systems. "We feel that a computer system needs to adapt to a business rather than forcing a business

to adapt to a computer system," he said. "The two larger companies make the venue operator adapt to their systems. You either take their system or you don't."

Cooper's company doesn't operate any systems, but sells and designs systems for the box office. One of the company's systems is now in Alabama and operates about 30 outlets under the name of Fastix. As in the case of Flaskay's company, an entrepreneur could buy Cooper's equipment and software and build as big of a system as he desires.

He sees the ticketing and venue management as the largest growth area for his company. "One of the benefits of having your own computerized ticketing system that is often overlooked, is that once you have that computer, you can also use it for other purposes," Cooper said. "It's all in the software you choose."

Flaskay agrees. "The same system that generates and controls your tickets can also serve as a word processor, desktop publishing system, inventory control and just about anything else that software has been designed to do."

He makes a point in his sales pitch to show a prospective buyer that not only can he make money the first year with one of his systems, but along with that, he's getting all of his other computer needs taken care of for virtually no additional expense.

Rick Linio, now general manager of the Mobile (Ala.) Civic Center, bought a GIS System while he was director of the Lawlor Events Center in Reno. "We wanted more control and we saw the opportunity to make some money," Linio told AB. "We also saw the opportunity to be able to offer our tenants more flexibility when planning an event."

Linio set the system up, acquired 10 outlets, and sold almost 500,000 tickets the first year. "The system paid for itself that first year and we got the benefit of full control. Going in-house was definitely a wise choice for us, but it may not be for everyone."

Notice of
Requests for
Bids



FOR THE OPERATION OF A WINTER INDOOR TENNIS FACILITY IN RIVERSIDE PARK, MANHATTAN

The City of New York Department of Parks and Recreation requests bids for the operation of a winter indoor tennis facility in Riverside Park, Borough of Manhattan.

All bids must be submitted no later than Tuesday April 23, 1991 at 3:30 p.m. Use the following address to secure further information.

Parks and Recreation, Division of Revenue and Concessions, 830 Fifth Avenue, Central Park, the Arsenal, Room 407, New York, NY 10021 or call (212) 360-1397.

Chart your course to Norfolk Scope

And watch your ship come in.

Arena — 13,800 Seats
Theatre — 2,503 Seats

Bill Luther — Executive Director
John Rhametline — Asst. Director
John Alexander, Cynthia Carter, Mktg.

(804) 441-2764 FAX (804) 441-2150



SPORTSERVICE IN ST. PETE — Gerry Mecklenborg, right, director of food and beverage for Sportservice at Bayfront Center, St. Petersburg, is seen here with Lynn Lefleur, food services secretary. (AB Photo)

Wrestlemania VII Grosses \$720, 235...

Continued from Page 1

cap spending on food and drink for Volume Services was \$6.77, for a gross of more than \$110,000.

Merchandise sales were a spectacular \$173,080 for Titan Sports Inc. and its World Wrestling Federation (WWF), event producers. That amounts to a \$10.44 per cap on souvenirs.

Ed Cohen, director of arena booking for WWF, said eight closed-circuit venues grossed \$308,764. Wrestlemania VII, billed as "Super Stars & Stripes Forever," grossed \$35,630 at the Beacon Theater, New York, the only closed-circuit site in the U.S.

The event was primarily pay per view and those numbers will not be

available until next week, said Ann Bojack, WWF vice president of pay per view. Reached at a cable operators convention, Bojack said the pay per view universe was 17 million and while she had "no numbers yet, cable operators here seem very pleased."

The remaining seven closed-circuit locations, all in Canada where the event was not available on pay per view, were set up theater-style, Cohen said. Venues and grosses included: Maple Leaf Gardens, Toronto, \$87,149; Montreal (Que.) Forum, \$44,987; Copps Coliseum, Hamilton, Ont., \$38,384; Pacific National Exhibition Park, Vancouver, B.C., \$33,735; Halifax (N.S.) Forum, \$32,844; Winnipeg (Man.)

Convention Center, \$19,600, and London (Ont.) Gardens, \$16,435.

Back at the L.A. Sports Arena, doors opened at 2 p.m. for the 4-7:45 p.m. event. Volume Services benefitted from what amounted to two feedings, said Bob Underwood, general manager for the concessions firm at the arena. He described sales as "Super Bowl spending proportions."

Concessions totals were boosted also by the addition of an 18-minute intermission. Originally, none had been planned. "It helped us out a great deal."

The biggest item was the ice cream bar developed specifically for the event. Volume Services sold 4,000 of a possible 5,400 at \$3 each. The item, provided by Carnation, included a Wrestlemania trading card inside the box. Vendors were very successful with it.

Licorice ropes were surprisingly good sales, Underwood said. Volume sold 800 pieces at \$1.75 each. At a Los Angeles Clippers basketball game, for comparisons sake, the item might register sales of 150-200.

Event-specific souvenir cups were introduced. Of 10,000 Wrestlemania VII cups, 6,000 were sold at \$4.50 when filled with beer or \$3 when filled with soda. The rest will be sold at the next WWF event, Underwood said.

Apple pie, sold to suit the all-American theme of the evening, accounted for 300 units sold at \$1.75 each. There might be more room for apple pie at U.S. venues in this post-war season. "It was well-received. We don't do many sweets except ice cream," he said.

Volume had 75 service lines for food and drink, including 12 portables. There were 17 novelty locations, three of them outdoors. There was some worry about rain, but the weather turned out to be good. Concessions staff numbered more than 200 in food and drink and 50-60 in novelties. Kyla Hope managed permanent concessions service; Randy Brubaker, portables; and Peter Boutin, assistant general manager, novelties.

Catering was also a big part of business, Underwood added. Under the leadership of Joe Torres, Volume fed 400 for a special party Sunday, the day of the event, and 200 the day before. The Saturday event menu featured chicken. Normal preplanning would put per-head portions at about 1.5 chicken breasts. There were several wrestlers in the crowd of cast, crew and families, which might account for the final tally — 3.7 chicken breasts per person.

Move in began Thursday before the Sunday event. Crews worked 16 hours Thursday, setting up lighting. The Clippers played Friday and Wrestlemania crews returned Saturday to complete set up, another 16 hours. On Sunday, after the event, tear down was completed by 2 a.m., said George Gonzalez, building manager.

There were 90 peer security personnel (Contemporary Services Corp.), 24 Los Angeles Police Dept. personnel and 100 ushers and ticket takers. It was normal staffing for a sellout, Gonzalez said. "The only thing unusual about it was the intensity of the crowd," he said, referring to their enthusiasm.

Wrestlemania VI was held at the SkyDome, Toronto, last year and drew 67,678 fans. The attendance record remains 93,173 at the Pontiac (Mich.) Silverdome in 1987.

The Fruit And The Flavor.



Introducing New Ready-To-Use Dole Whip® Soft Serve.

Nothing is easier to use than new ready-to-use Dole Whip. Just open the bag-in-the-box package and pour it into your soft serve machine. Then watch your sales soar as your customers taste it—because nothing comes between the fruit and the delicious flavor of ready-to-use Dole Whip. No artificial ingredients, no fat, nothing but the refreshing, pure, *all natural* taste of fruit. Orange. Pineapple. Lemon. Raspberry. And all this with only 20 calories per ounce. We challenge you to compare the taste of ready-to-use Dole Whip with whatever you're serving now.

New, ready-to-use Dole Whip. Convenient to use, and easy-to-store because it requires no refrigeration. You'll find it's a great addition to the Dole Whip dry mix line. Call 1-800-232-8888 for the name of your local Dole Whip distributor and watch your soft serve sales take-off.

DOLE PACKAGED FOODS COMPANY • SAN FRANCISCO, CA

Dole Whip
SOFT SERVE